

An aerial photograph of a river winding through a deep desert canyon. The sun is low on the horizon, creating a bright orange and yellow glow across the sky and reflecting on the water. The canyon walls are rugged and layered with reddish-brown rock. The river is a vibrant blue, contrasting with the arid landscape.

ARIZONA

OFFICE OF TOURISM

Canada Annual Market Update

July 2021 to June 2022

Canada at a Glance

Economy:

- Over 85% of the Canadian population lives within 150 miles of the U.S. border. As such, millions of Canadians have a strong emotional connection with the U.S. We're neighbours! With a strong CAD dollar, many Canadians are looking for accessible options across the border.
- As of June 2022, inflation is nearing a 40-year high while gas prices have increased 48% from June 2021. [CTV News](#)
- The Bank of Canada is trying to rein in inflation. Canada's Big Six banks are raising prime rates by half a percentage point to 3.20 per cent from 2.70 per cent. [CTV News](#)
- Canada is expected to have an above average GDP growth of 3.8% in 2022. [CTV News](#)

Choosing Close Proximity: Road trips and short flights will be the holidays of choice. The drive market continues to grow and is expected to have an extremely strong Fall and Winter seasons. [Global News](#)

- 33% of Canadians with access to a vehicle are ready to drive at least 7 hours as part of a road trip
- 31% are willing to sit in their cars for at least 4 hours

Air Access: We continue to see airline access resume close to pre-pandemic levels and ultra-low-cost-carriers (ULCCs) are quickly entering the market. Additionally, demand increased in-market after re-launching marketing initiatives which grew flights back more quickly.

Marketing Over-Saturation: Destinations in Canada are not spending any money on marketing & promotions in summer 2022 as multiple regions are running at extremely high occupancy. Focus is on growing fall and winter 2023.

Canada Population & Growth



1. Canada remains the fastest growing country in the G7.
2. Canada is home to just over 38 million people.
3. Ontario and Quebec represent 61% of the total population.
4. The 4 largest provinces (ON, QC, BC, AB) represent just over 86% of the population.
5. British Colombia & parts of Western Canada outpaced other regions
6. Millennials and 65+ represent 2/3's of the population and travel the most

Travel Trends



Seize The Moment

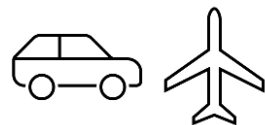
RBC reports tourism benefiting from a buying frenzy. Travelzoo Canada expects an increase in bookings in 2022.

Booking windows range from last-minute to 1-3 months according to TL Network. Travellers want to celebrate milestone, create authentic connections with destinations and spend time in nature.

As of Spring 2022, airlines will increase frequency and add new routes across USA: Vegas, Phoenix, Boston, New York, Charlotte and more.

Furthermore, 77% of U.S. Travel Intenders plan to travel by car for their next overnight trip.

Transportation Boom



Booking with OTA

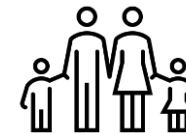
Bookings with Online Travel Agencies dominate the market, with Expedia being the top choice for Canadians.

Credit card loyalty programs remain popular for travel redemption: AirMiles, Aeroplan, CIBC Aventura, RBC Avion, etc.

GlobalData reports that millennials took the most holidays in 2021 followed by Gen Z with almost two billion holiday takers.

Many Canadians want to travel with their family & friends and are seeking out family friendly and multi-generational activities and accommodations.

Multi-Generational Travel



Shopping

Many boutique stores and local shops have closed in the past two years. In addition, shipping delays and limited resources, means Canadians are struggling to find the items they need.

Shopping will be a significant driver for Canadian travel in 2022 and 2023.

Strategic Direction & Overview

July 2021-June 2022

With government restrictions & pandemic-related closures on both sides of the border throughout most of 2021, the first part of the 2021-22 fiscal year was focused on elevating the Arizona brand in-market, enhancing relationships with key taste-makers in PR and trade, and building the pipeline in preparation of travel resuming.

In early 2022, federal travel restrictions lifted and the entire world was coming after Canadian travellers. With immense pent-up demand for travel, speed-to-market was essential.

With a **top-tier Reverse Mission including PR & trade, hyper-customized press trip itineraries, targeted consumer shows, and educational sales calls & webinars**, Arizona's brand maintained a strong presence in Western Canada, Ontario & Quebec while delivering key messages within luxury, sports & golf, & culinary markets targeting snow birds and mature travellers.

Reverse Mission Trade & PR

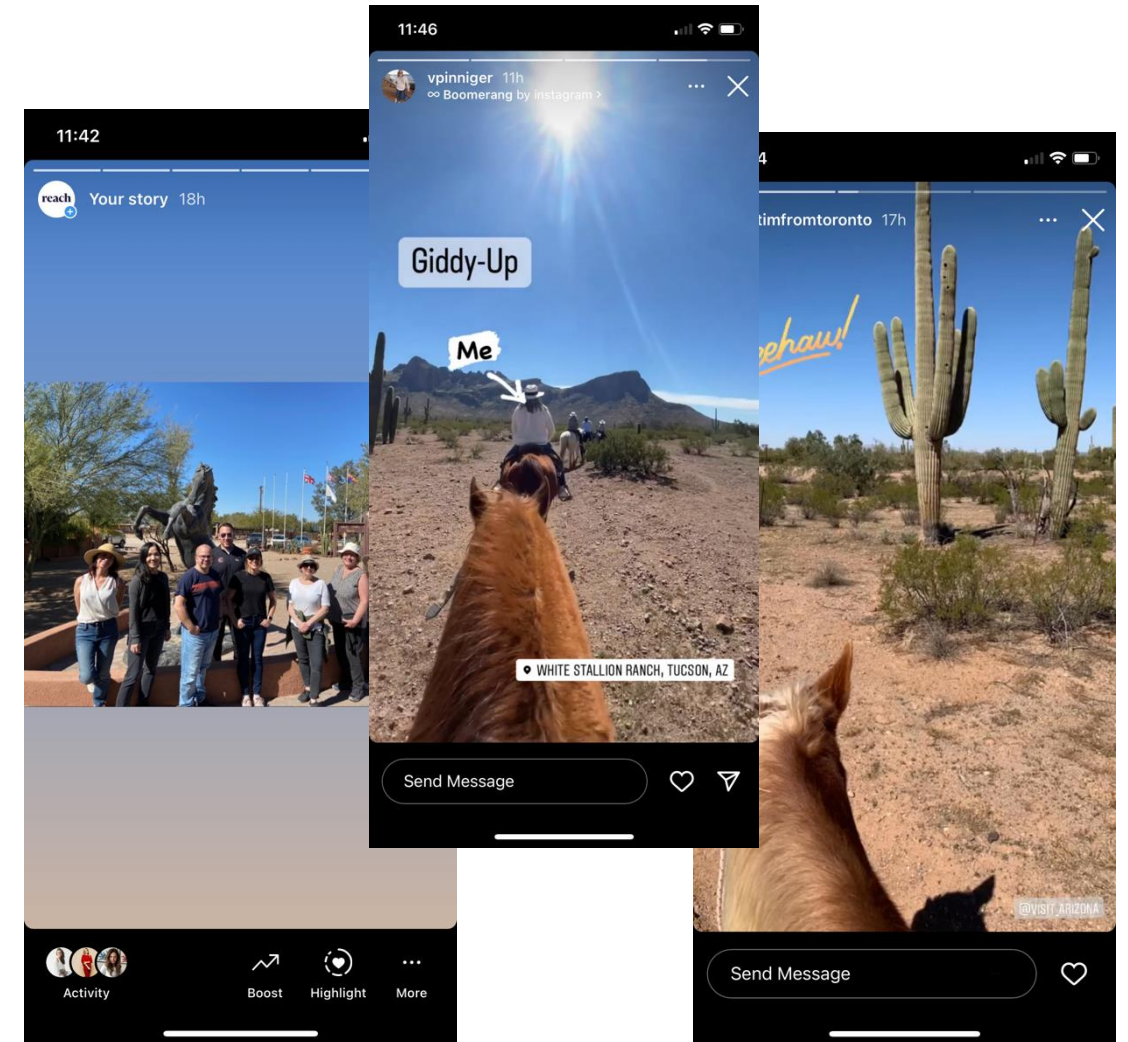
Reverse Mission – Feb 28-Mar 5, 2022

Overview:

To showcase the Tucson region, bring business opportunities to partners with one-on-one meetings, and to create demand & grow access, the Canada team secured 4 media and 2 trade partners to participate in a group FAM.

Attendees:

Nagel Tours	Linda	Theoret
Elite Sports Tours	Tim	Macdonnell
Calgary Herald	Pamela	Fieber
Vancouver Sun	Vanessa	Pinniger
ELLE Canada/Quebec	Alex	Gonthier
Toronto Star	Wing Sze	Tang





Public Relations

Media Relations - KPIs

Individual Press Trips

Goal: 10

Delivered: 8

(between Feb-May 2022)

Earned Media FY 21-22

Total Media Impressions:
46,258,917

Total Media Ad Value:
\$2,346,474

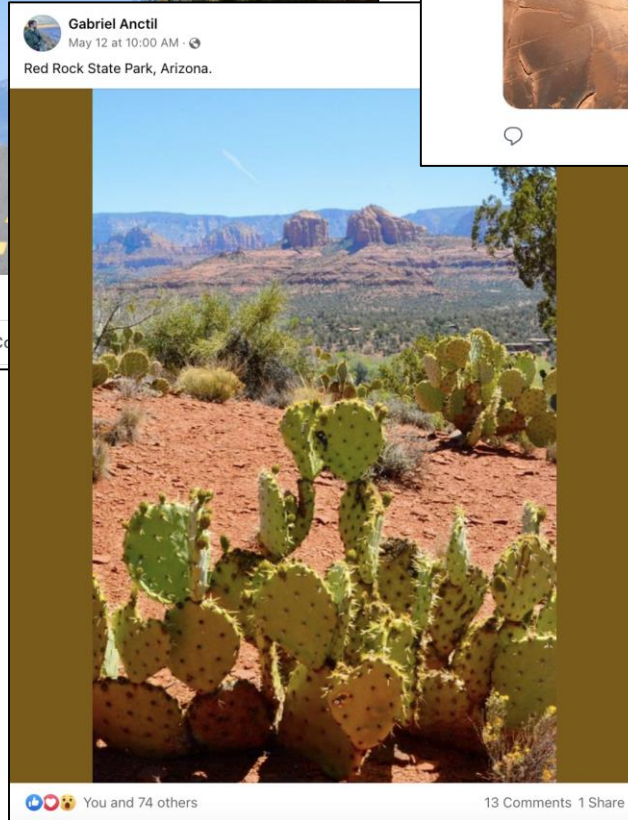
Press Trips Overview

Overview: Knowing that competition would be fierce, the Canada team work hard to pitch and secure Spring media visits from high-ROI, top tier media with short-lead publication times. Themes focused on golf, luxury, road trips, and outdoor adventure.

Strategy: Focus on Western Canada & short haul markets for Reverse Mission while securing spring press trips with both national and regional Ontario & Quebec-based publications.

Reverse Mission	Feb 25-Mar 5, 2022	Michele Jarvie	Calgary Herald
		Vanessa Pinniger	Vancouver Sun
		Wing Sze Tang	Toronto Star & Metroland Media
		Alex Gonthier	ELLE Canada & ELLE Quebec
Individual Press Trips	April 18-24, 2022	Jon McCarthy	Toronto Sun/Postmedia
	May 6-10, 2022	Gabriel Anctil	Le Devoir & Espaces
	April 2-8, 2022	Marie Tison	La Presse
	May 8-12, 2022	Laine Mitchell	Daily Hive

Press Trips – Social Media Screenshots



Travel Trade

Travel Trade - KPIs

Total Leads

Goal: 332

Achieved: **429**

Sales Calls: 122

Training Seminars: 16

Agents Trained: 305

FAM Attendees: 2

Training Highlights

Brand USA featured destination in
Canada for July 2021. 117 views on
Facebook Live

UNIGLOBE VIRTUAL CONFERENCE:
Arizona was a premier partner for the 3
day event. 44 travel agents and over 300
consumers viewed the webinar live on
September 24th, 2022

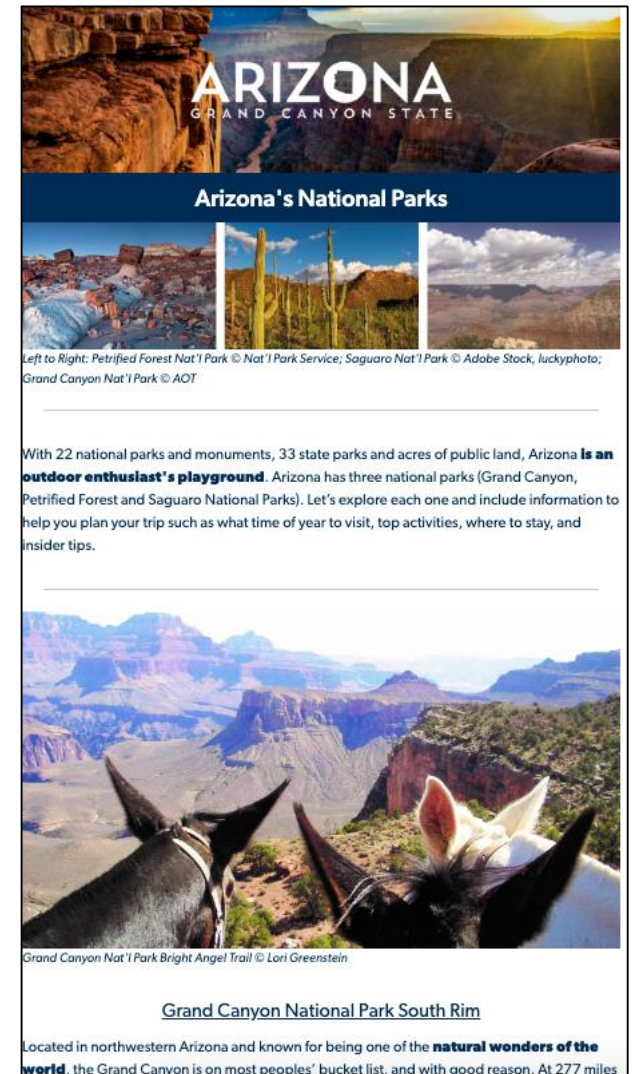
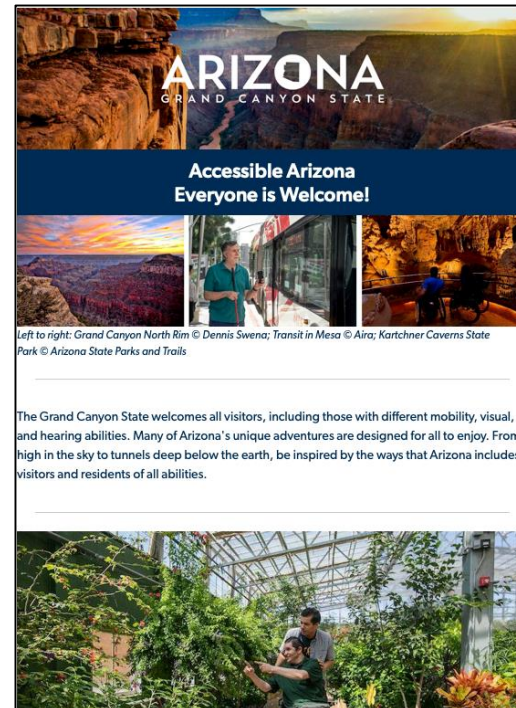
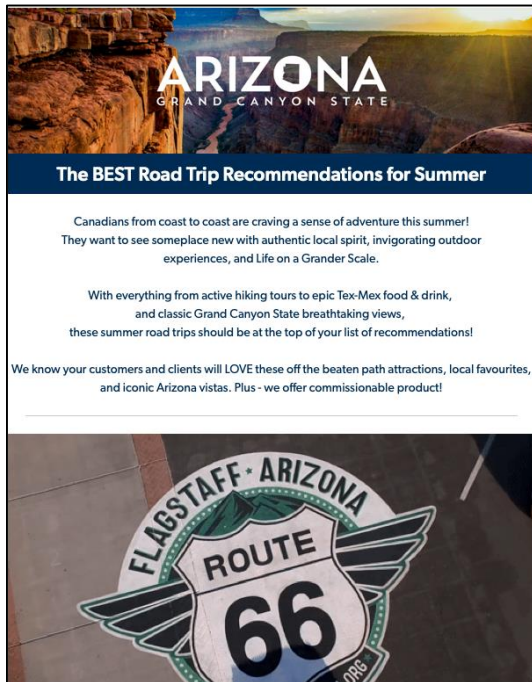


Newsletters

Distribution Reach: **8,700 B2B recipients**

Average Open Rate: **10.63%**

Average Click Rate: **1.53%**



Product Development

Direct Results from an AOT Canada FAM:

- Nagel Tours updating hotel offering in Tucson and adding new excursions, including the Gem and Mineral Museum
- Elite Sport Tours will be adding multiple dynamic packaging options in both greater Phoenix and Tucson as of fall 2022 including golf, hotels, excursions, pro and NCAA sport tickets, car rentals and more

Building the Pipeline:

- Following an individual FAM, Authentik USA will be revising their Arizona itineraries with new hotels and attractions in greater Sedona, Flagstaff and the Grand Canyon areas.
- Toundra Voyages sourcing independent hotel options in greater Phoenix, Sedona, Grand Canyon and Flagstaff for new fly-drive itineraries that will be made live in fall 2022



Increased Air Access

Air Canada

AC operated flights from Toronto and Vancouver throughout winter/spring 2022 and re-introduced flights from Montreal as of May 2022.

WestJet/Swoop

The WestJet group operated seasonal service to Phoenix and Mesa during winter and spring 21/22 from Alberta and Saskatchewan. Flights set to resume in fall 2022 with the addition of Winnipeg as a gateway.

Flair Airlines

The low-cost carrier announced a “US Winter crew base in Tucson”

Flair Airlines will introduce nonstop flights next winter between TUS and the six Canadian airports. These will be the only nonstop flights to the United States for five of the airports: Fort McMurray (YMM) and Lethbridge (YQL) in Alberta, Prince George (YXS) in British Columbia, as well as London (YXU) and Windsor (YQG) in Ontario. The sixth airport is Edmonton International (YEG), which is also Canada’s fifth largest.

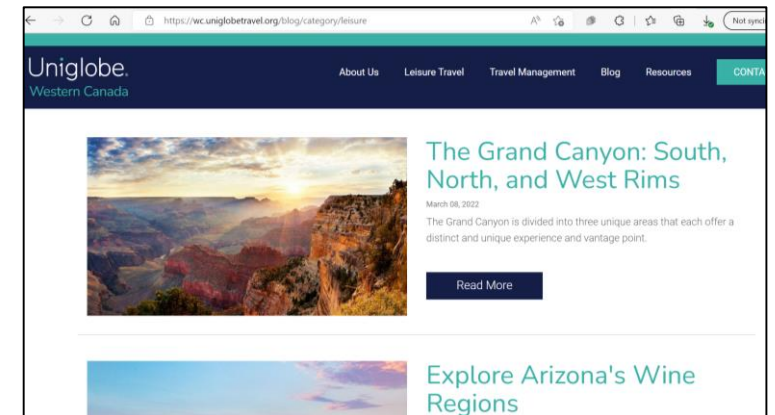
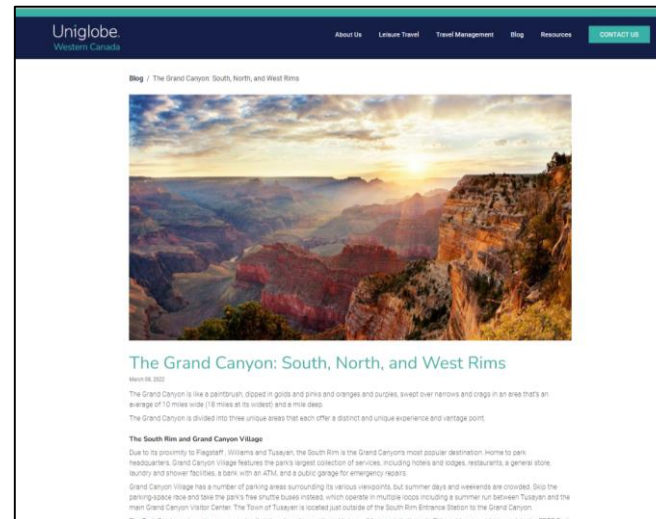
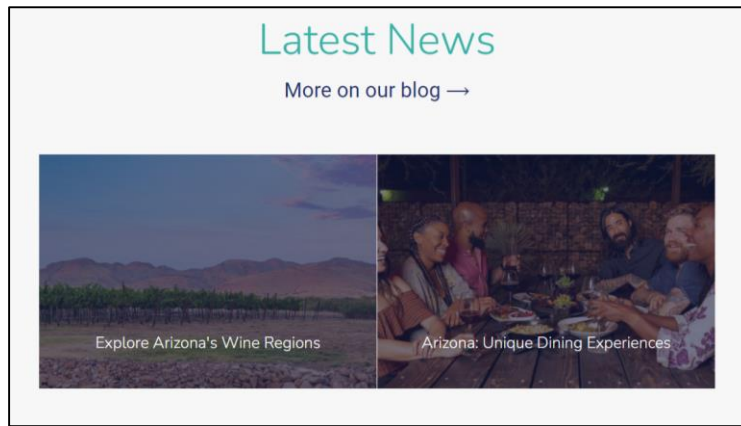


Uniglobe West - Spearfish Campaign

Details: Spearfish Media developed a multi-market program with the goal of generating website traffic to a tour operator in each source market. In Canada, the call to action was through Uniglobe West/Uniglobe Carefree. The consortia developed an exclusive package, destination landing page and blogs.

Target Market: Arizona paid for nearly 2 Million digital advertising impressions to Canadian travelers with a history of visitation to Arizona.

Results: Between March 11-31 (2022) there were 836 click-through's to Uniglobe and 375, 458 impressions



Marketing Agreement



AMA is Alberta's AAA. Serving Alberta for 90 years and with over 980,000 members, AMA has become one of the most established and trusted brands built in Alberta for Albertans.

B2B/B2C campaign that will include 2 dedicated articles, content emails to their 50,000 members, social media posts and agent training.

Objective: Promote Arizona's low season by focusing on a variety of regions across the state. Themed blogs and newsletters on golf, culinary, adventure, and family holidays.

Goal: Sales growth and increased market share

Dates: May 15 to September 30, 2022

Marketing

AOT x Travelzoo Canada Destination Showcase

TRAVELZOO CANADA BEST BETS CAMPAIGN 2022

ARIZONA WAS THE ONLY US DESTINATION
FEATURED

Dates: December 8, 2021-March 8, 2022



Objectives

- To inspire Canadian travellers to vacation in Arizona in 2022 and beyond, with an emphasis on low-season travel for colder parts of the state

Strategies

- Travelzoo Destination Showcase campaign and custom social video with on-screen Travelzoo expert that inspires travel to Arizona
- Inclusion in Travelzoo's Best Bets 2022 PR initiative
- Multi-channel distribution (email, web, mobile, social media)
- Full post-campaign reporting

Arizona Branding Campaign Performance

Showcase Campaign flight: December 8, 2021 – January 31, 2022

Best Bets Campaign flight: November 1, 2021 – March 8, 2022



Distribution Summary:

Standalone emails:	1,269,532
Top 20 emails:	1,325,308
Social media impressions:	105,201
Multi-send emails:	1,008,525
Organic website impressions:	9,150
Best Bets 2022 campaign:	4,470,000

Media Placements

One Destination Showcase with inclusion in Best Bets 2022

Investment (USD):	\$32,000
Contracted reach:	3,000,000

Social media custom video with Travelzoo influencer

Total investment (USD):	\$8,000
Contracted reach:	100,000

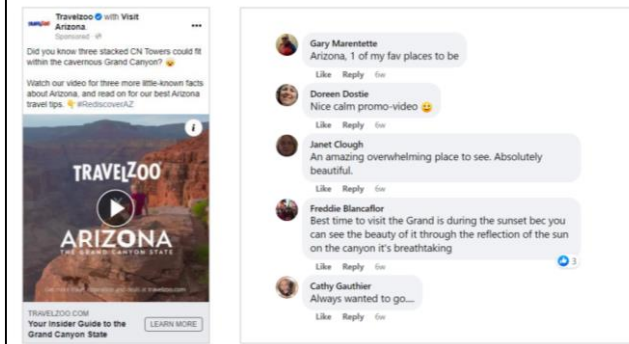
Results

Total Showcase reach:	3,717,716
Best Bets 2022 reach:	4,470,000
Total Showcase + Best Bets reach:	8,187,716
Page views:	18,526
Outbound clicks from Showcase page:	1,909
Total custom video views:	85,884
Average time on page:	5:12

2 | Arizona Office of Tourism – March 9, 2022

TRAVELZOO®

Social Media: Facebook



Destination Showcase



Best Bets Coverage: Global Montreal



Media Coverage

FBI Style

Online

Title: Arizona – The Perfect Trip for a Girlfriend's Getaway

Date: July 21, 2021

Journalist: Sally Abu-Samra

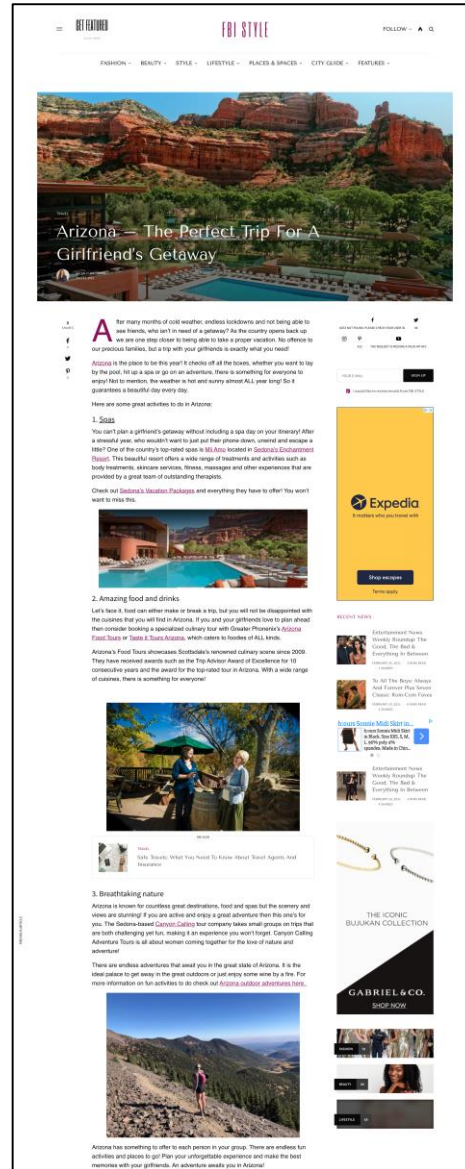
Article Link: <https://fbistyle.com/arizona-the-perfect-trip-for-a-girlfriends-getaway/>

Generated b: Targeted Pitching

Media Ad Value: \$300

Reach:

- Online Impressions: 5,000



DRIFT Travel

Online

Title: WHAT'S NEW and TRENDING in USA TRAVEL

Date: July 27, 2021

Journalist: DRIFT Staff

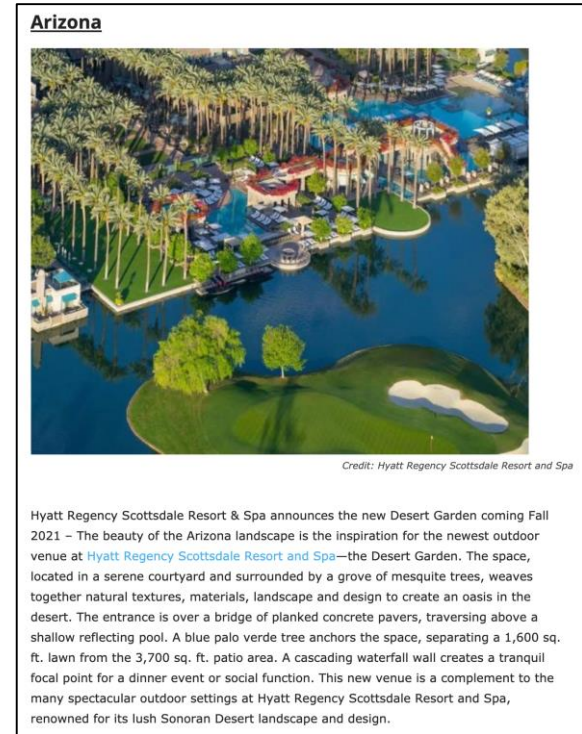
Article Link: <https://drifttravel.com/whats-new-and-trending-in-usa-travel/>

How was it secured: Reach Agency Round-Up

Media Ad Value: \$390

Reach:

- Online Impressions: 6,500



Hyatt Regency Scottsdale Resort & Spa announces the new Desert Garden coming Fall 2021 – The beauty of the Arizona landscape is the inspiration for the newest outdoor venue at [Hyatt Regency Scottsdale Resort and Spa](#)—the Desert Garden. The space, located in a serene courtyard and surrounded by a grove of mesquite trees, weaves together natural textures, materials, landscape and design to create an oasis in the desert. The entrance is over a bridge of planked concrete pavers, traversing above a shallow reflecting pool. A blue palo verde tree anchors the space, separating a 1,600 sq. ft. lawn from the 3,700 sq. ft. patio area. A cascading waterfall wall creates a tranquil focal point for a dinner event or social function. This new venue is a complement to the many spectacular outdoor settings at Hyatt Regency Scottsdale Resort and Spa, renowned for its lush Sonoran Desert landscape and design.

July 2021

DRIFT Travel

Online

Title: Incredible Nighttime Adventures That Will Eclipse Your Expectations

Date: August 17, 2021

Journalist: DRIFT Staff

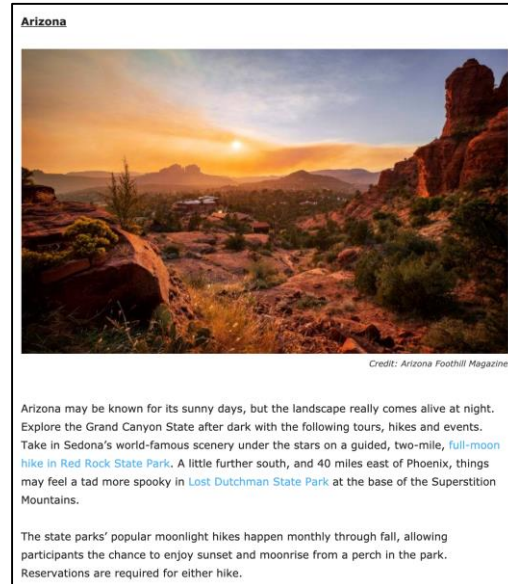
Article Link:
<https://drifttravel.com/incredible-nighttime-adventures-that-will-eclipse-your-expectations/>

Generated by: Reach Agency Round-Up

Media Ad Value: \$248

Reach:

- Online Impressions: 4,130



HELLO! Canada

Print

Title: Phoenix Star Escapes

Date: August 30, 2021

Journalist: Suzanne Wintrob

Generated by: Targeted Pitching

Media Ad Value: \$43,500

Reach:

- Online Impressions: 725,000



August 2021

FBI Style

Online

Title: Camping Under the Stars – Arizona’s Canyons & Lakes

Date: September 2, 2021

Journalist: Sally Abu-Samra

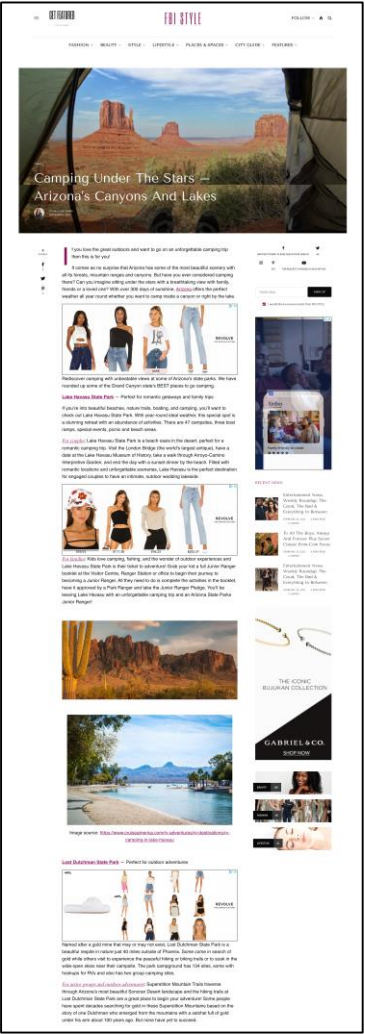
Article Link: <https://fbistyle.com/camping-under-the-stars-arizonas-canyons-and-lakes/>

Generated by: Targeted Pitching

Media Ad Value: \$120

Reach:

- Online Impressions: 2,000



Travel Industry Today

Online

Title: QUITE A DIFFERENCE: Unusual IPW looks ahead

Date: September 22, 2021

Journalist: Michael Baginski

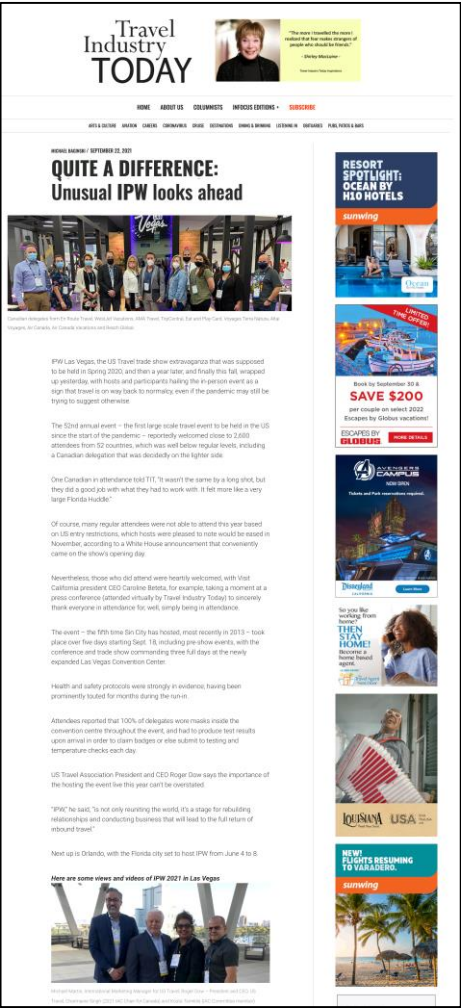
Article Link: <https://travelindustrytoday.com/a-sign-of-the-times-unusual-ipw-counts-its-blessings/>

Generated by: Discussions at IPW & Relationship with Publication to Push Article Out ASAP

Media Ad Value: \$203.40

Reach:

- Online Impressions: 3,390



September 2021

Online

Title: Escape the Cold to these Great Golf Destinations

Date: October 6, 2021

Journalist: DRIFT Staff

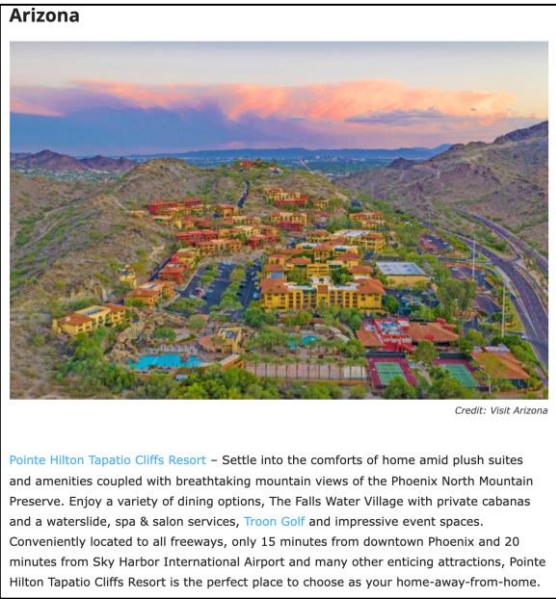
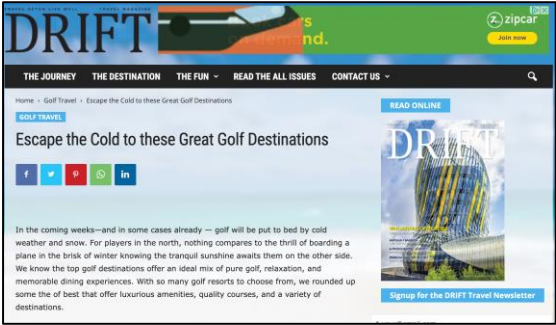
Article Link: <https://drifttravel.com/escape-the-cold-to-these-great-golf-destinations/>

Generated by: Reach Agency Round-Up

Media Ad Value: \$1,500

Reach:

- Online Impressions: 25,000



Explorer RV Club

Online

Title: Celestial Tourism Sites You Need to Visit on Your Next RVenture

Date: October 13, 2021

Journalist: Josephine Matyas

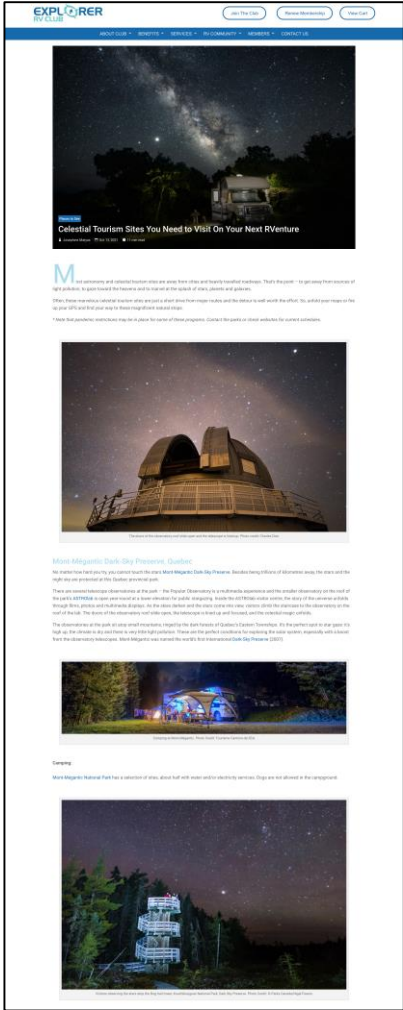
Article Link:
<https://explorerrvclub.com/blog/celestial-tourism-sites-you-need-to-visit-on-your-next-adventure/>

Generated by: Targeted Pitching

Media Ad Value: \$960

Reach:

- Online Impressions: 16,000



October 2021

DRIFT Travel

Online

Title: Culinary Vacations: Foodie Tours

Date: October 21, 2021

Journalist: DRIFT Staff

Article Link: <https://drifttravel.com/culinary-vacations-foodie-tours/>

Generated by: Reach Agency Round-Up

Media Ad Value: \$1,500

Reach:

- Online Impressions: 25,000



The Informed Traveler

Online/Radio

Title: Ghost Towns of Arizona

Date: October 31, 2021

Journalist: Randy Sharman

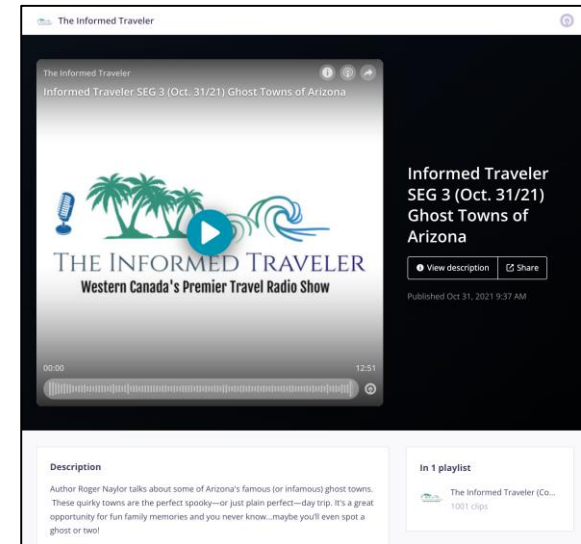
Article Link: <https://omny.fm/shows/the-informed-traveller/informed-traveler-seg-3-oct-31-21-ghost-towns-of-a>

Generated by: Targeted Pitching

Media Ad Value: \$45,720

Reach:

- Online Impressions: 762,000



October 2021

Yahoo! News

Online

Title: 'Snowbirds are planning': Canadians snatching up rentals for vacation homes in these popular U.S. states

Date: November 1, 2021

Journalist: Elisabetta Bianchi

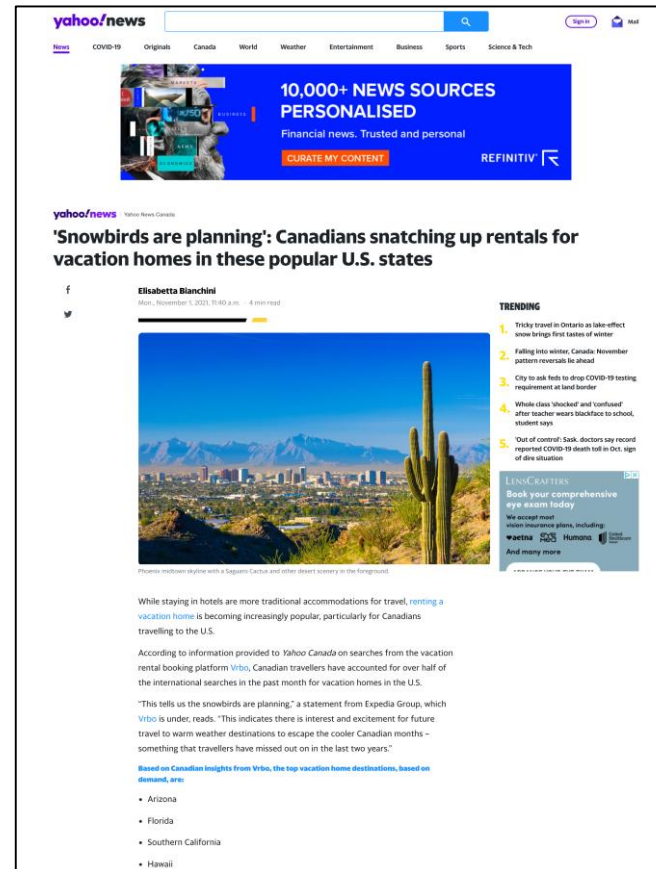
Article Link: <https://ca.news.yahoo.com/vrbo-top-destinations-snowbirds-vacation-home-rental-united-states-154055097.html>

Generated by: Targeted Pitching

Media Ad Value: \$46,200

Reach:

- Online Impressions: 770,000



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'Snowbirds are planning': Canadians snatching up rentals for vacation homes in these popular U.S. states

Elisabetta Bianchi
Nov 1, 2021, 11:40 a.m. • 4 min read

TRENDING

1. Tricky travel in Ontario as take-effect snow brings first tastes of winter
2. Falling into winter, Canada November pattern reversals lie ahead
3. City to ask feds to drop COVID-19 testing requirement at land border
4. While class 'locked' and 'confused' after teacher wears blueface to school, student says
5. 'Out of control': Sask. doctors say record reported COVID-19 death toll in Oct, sign of dire situation

LENSCAPTURES
Book your comprehensive eye exam today
We accept most vision insurance plans, including: **vactua** **AAA** **Humana** **Blue Cross**
And many more


While staying in hotels are more traditional accommodations for travel, [renting a vacation home](#) is becoming increasingly popular, particularly for Canadians travelling to the U.S.

According to information provided to Yahoo Canada on searches from the vacation rental booking platform [Vrbo](#), Canadian travellers have accounted for over half of the international searches in the past month for vacation homes in the U.S.

"This tells us the snowbirds are planning," a statement from Expedia Group, which [Vrbo](#) is under, reads. "This indicates there is interest and excitement for future travel to warm weather destinations to escape the cooler Canadian months – something that travellers have missed out on in the last two years."

Based on Canadian insights from Vrbo, the top vacation home destinations, based on demand, are:

- Arizona
- Florida
- Southern California
- Hawaii



Midtown Phoenix skyline with several cacti and desert hills in the foreground.

Arizona

The desert state of Arizona has historically been very popular for Canadian travellers who want to get away from the cold Canadian winter.

Phoenix and Scottsdale are particularly popular destinations for Canadians looking for vacation rentals.

Arizona is also a great destination choice for a [road trip](#), which lends itself to Canadian travellers looking to drive to their U.S. winter getaway, in addition to attractions like Grand Canyon National Park, great golf courses, hiking trails, or keep it a bit more relaxed with a tour of iconic architect Frank Lloyd Wright's [Taliesin West](#).

November 2021

Online

Date: November 9, 2021

Journalist: Jessica Alexander

Generated by: Targeted Pitching

Media Ad Value: \$549.60

Reach:

- Online Impressions: 9,160

[illegible]

Online

Date: November 18, 2021


Journalist: DRIFT Staff

Generated by: Reach Agency Round-Up


Media Ad Value: \$1,500

Reach:

- Online Impressions: 25,000



Mountain View
Grand
Resort & Spa



Seasonal Promotions
are Available Now.

[Book Your Getaway](#)

[The Journey](#)
[The Destination](#)
[The Fun](#)
[Read All The Issues](#)
[Contact Us](#)


[Home](#)
[Destination Weddings](#)
[Five Outdoor Honeymoon Spots for Nature Lovers](#)

[Read Online](#)

Five Outdoor Honeymoon Spots for Nature Lovers

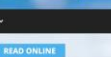
[f](#)
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For true nature lovers, an outdoorsy honeymoon isn't a weeklong lounge session at a beachside resort. No, these honeymooners want to be IN nature. They want to traverse mountain trails, bounce from national park to national park in a rented RV, raft down rivers with three-to-five whitewater.



Seasonal Promotions
are Available Now.

[Book Your Getaway](#)



Five Outdoor Honeymoon Spots for Nature Lovers

Slither from the Desert to the Grand Canyon in Arizona

Arizona provides a wide palate of adventure for the true nature lover. You can kick it like cowboys and cowgirls amid the sparse (and scorching hot) grandeur of the Sonoran or Mojave deserts and then pack up for a trip to the Grand Canyon for a look at the miraculous piece of art the Colorado River has been working on for eons.



Source: Freebilly Photography/ Shutterstock.com

A note on the Grand Canyon: It's such a popular destination and has been for so long that it's become an almost trite destination. That triteness may dissuade some adventurers who are on the hunt for a unique destination. But know this — the beauty is truly unparalleled. It astounds in ways few other natural wonders can. If you have a chance to view the Grand Canyon, get there.

November 2021

Le Bel Age

Print

Title: Arizona – plus grand que nature

Date: December 2, 2021

Journalist: Sandrine Champigny

See PDF here:

https://www.dropbox.com/sh/aoiwc0oafu0d3cg/AACHY6wFua4sOZBsV3zWv_p4a?dl=0

Generated by: Press Trip

Media Ad Value: \$7,667.16

Reach:

- Online Impressions: 127,786

PLAISIRS VOYAGES

Cactus, cowboys et canyon créent une aura unique autour de l'État de l'Arizona. Embarquement pour un désert méconnu qui donne envie de se tailler une place au soleil.
Par Sandrine Champigny

L'Arizona plus grand que nature

À la recherche de beau temps? L'Arizona en promet à foison! Une météo qui ravira les voyageurs désireux de fuir l'hiver et de profiter de 300 jours de soleil par an. La meilleure manière de découvrir la nature unique de ce coin des États-Unis est de le visiter en voiture, en mode autonome. On prend ainsi le temps de savourer ce que cet État désertique nous propose. Pas d'illusions, toutefois: bien que le beau temps y soit pratiquement toujours au rendez-vous, il y a quatre saisons en Arizona et, tout dépendant de l'endroit où on se trouve, on peut avoir besoin d'un manteau et d'un maillot de bain dans la même journée.

Saut dans un autre monde

Impossible de visiter l'Arizona sans avoir l'impression de faire un saut dans l'époque du Far West. Avec ses paysages rocheux rouges et orangés, ses grandes étendues désertiques, ses bâtiments figés dans le temps, on s'attend presque à voir surgir Lucky Luke!

Oasis pour les randonneurs, l'Arizona pullule de sentiers pour tous les types de marcheurs. Les vacanciers long terme ne manqueront pas de pistes, c'est garanti. On prend le temps de s'arrêter à la Fatmans Loop (hikearizona.com), pour s'y imprégner de la flore locale et de ses formations rocheuses impressionnantes. Dans le secteur de Sedona, les balades sont aussi à l'honneur avec le parc national de Red Rocks, un incontournable. La marche est moins notre dada? L'État de l'Arizona semble conçu pour les *road trips*, tant ses paysages sont grandioses. D'une destination à l'autre, les panoramas sont en constante évolution, passant des feuilles de l'automne à la première neige à une canicule intense. À garder en tête lorsqu'on planifie nos déplacements. ➔

Les sentiers sauvages de Sedona

86 LEBELAGE.CA | DÉCEMBRE 2021

LEBELAGE.CA | DÉCEMBRE 2021 87

December 2021

Escapism TO

Online

Title: Put these best food cities in the US on your bucket list

Date: December 7, 2021

Journalist: Meredith Hardie

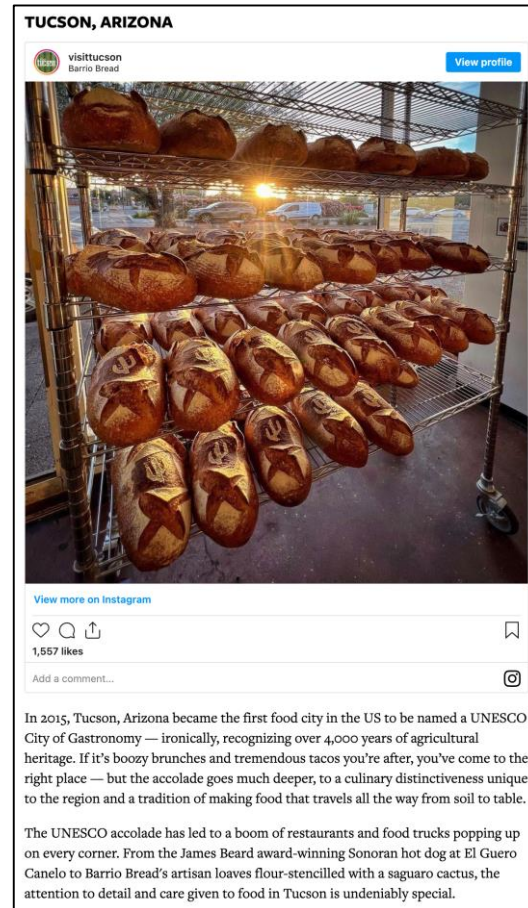
Article Link: <https://escapism.to/guide/s/cities/best-food-cities- in-the-us/>

Generated by: Targeted Pitching

Media Ad Value: \$3,600

Reach:

- Online Impressions: 60,000



MarQueue Magazine

Online

Title: Luxury Weekend Getaways for Glam & Romance

Date: December 9, 2021

Journalist: MarQueue Contributor

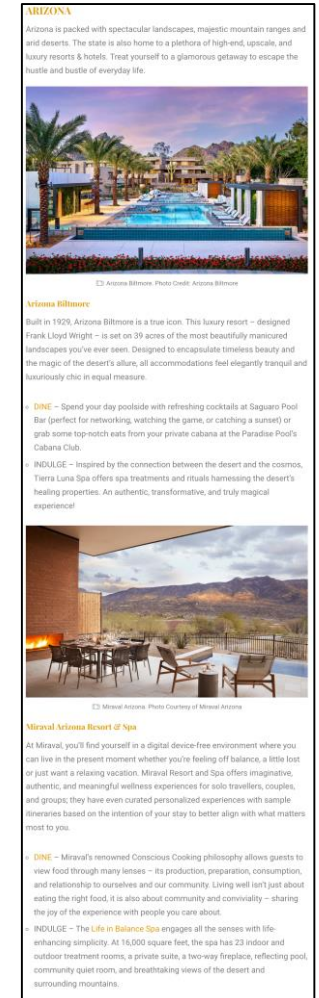
Article Link: <https://www.marqueemagazine.ca/digital/luxury-weekend-getaways-for-glam-romance/>

Generated by: Targeted Pitching

Media Ad Value: \$900

Reach:

- Online Impressions: 15,000



December 2021

MarQueue Magazine

Online

Title: Authentic Flavours & Must-Try Signature Dishes from Across the USA

Date: December 9, 2021

Journalist: MarQueue Contributor

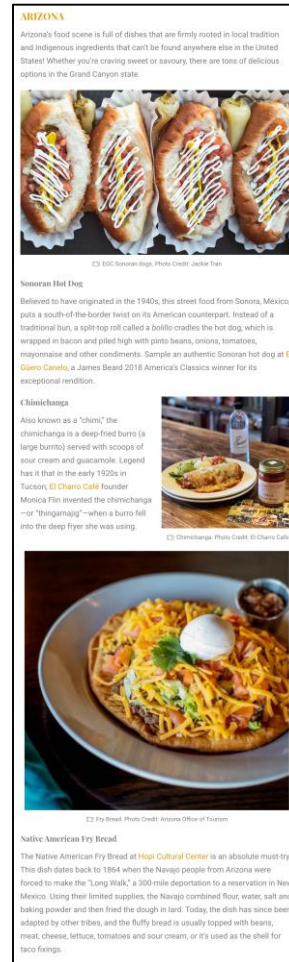
Article Link:
<https://www.marqueemagazine.ca/digital/authentic-flavours-must-try-signature-dishes-from-across-the-usa/>

Generated by: Targeted Pitching

Media Ad Value: \$900

Reach:

- Online Impressions: 15,000



The Travel

Online

Title: Top 10 U.S. Destinations To Visit In Spring of 2022

Date: January 27, 2022

Journalist: Rajender Bhatia

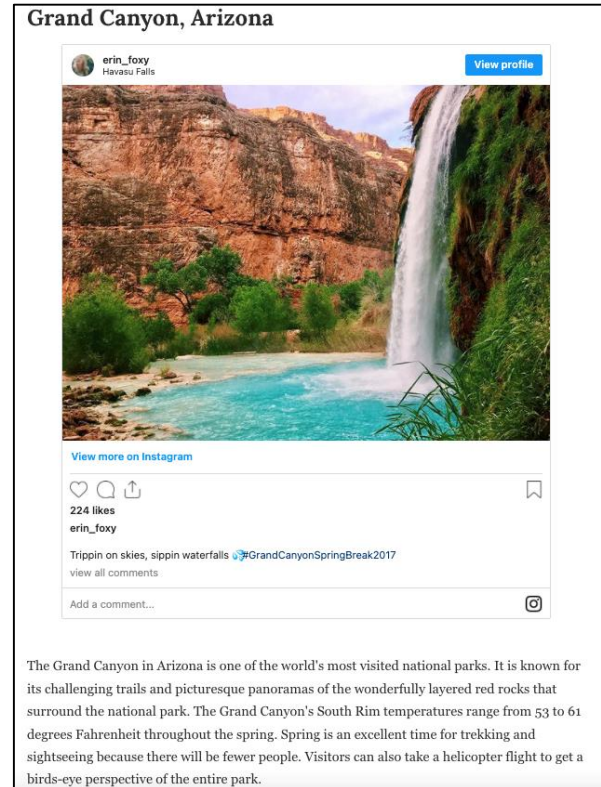
Article Link: <https://www.thetravel.com/best-spring-destinations-in-the-us-2022/>

Generated by: Reach Agency Round-Up

Media Ad Value: \$69,600

Reach:

- Online Impressions: 1,160,000



December 2021 & January 2022

March 2022

The Planet D

Online

Title: 16 Cozy Cabins in Flagstaff, Arizona for Your Next Getaway

Date: April 2, 2022

Journalist: ThePlanetD Team

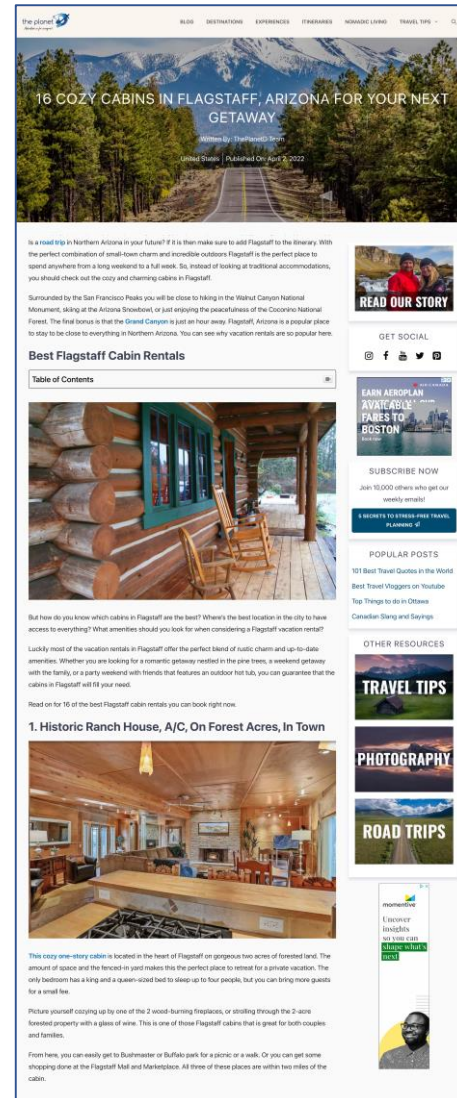
Article Link: <https://theplanetd.com/cabins-in-flagstaff/>

Generated by: Targeted Pitching

Media Ad Value: \$20,160

Reach:

- Online Impressions: 336,000



The Planet D

Online

Title: 15 Interesting and Fun Facts About Arizona

Date: April 10, 2022

Journalist: ThePlanetD Team

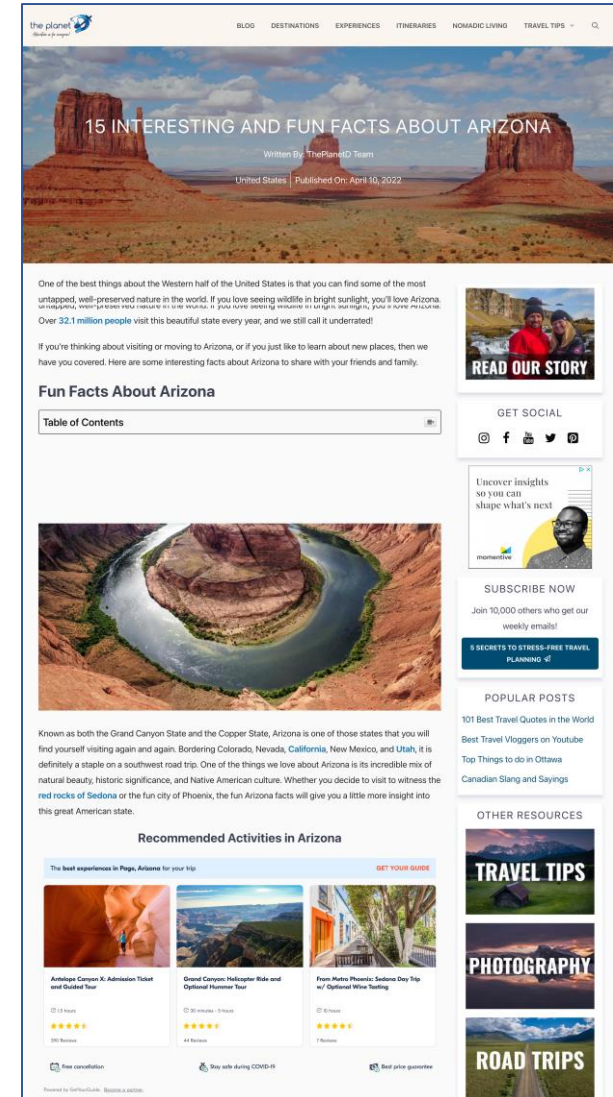
Article Link: <https://theplanetd.com/fun-facts-about-arizona/>

Generated by: Targeted Pitching

Media Ad Value: \$29,340

Reach:

- Online Impressions: 489,000



April 2022

Online & Print

Date: April 16, 2022

Journalist: Justin Holmes

Generated by: Press Trip

Media Ad Value: \$235,800

Reach:

- Online Impressions: 2,870,000
- Print Impressions: 1,060,000

OLD, DUSTY BUT NEVER BORIN

Relive the Wild West in Arizona's southeast

[illegible]

April 2022

TravelLife Magazine

Print

Title: A Guide To Indigenous Culture in Arizona

Date: April 19, 2022

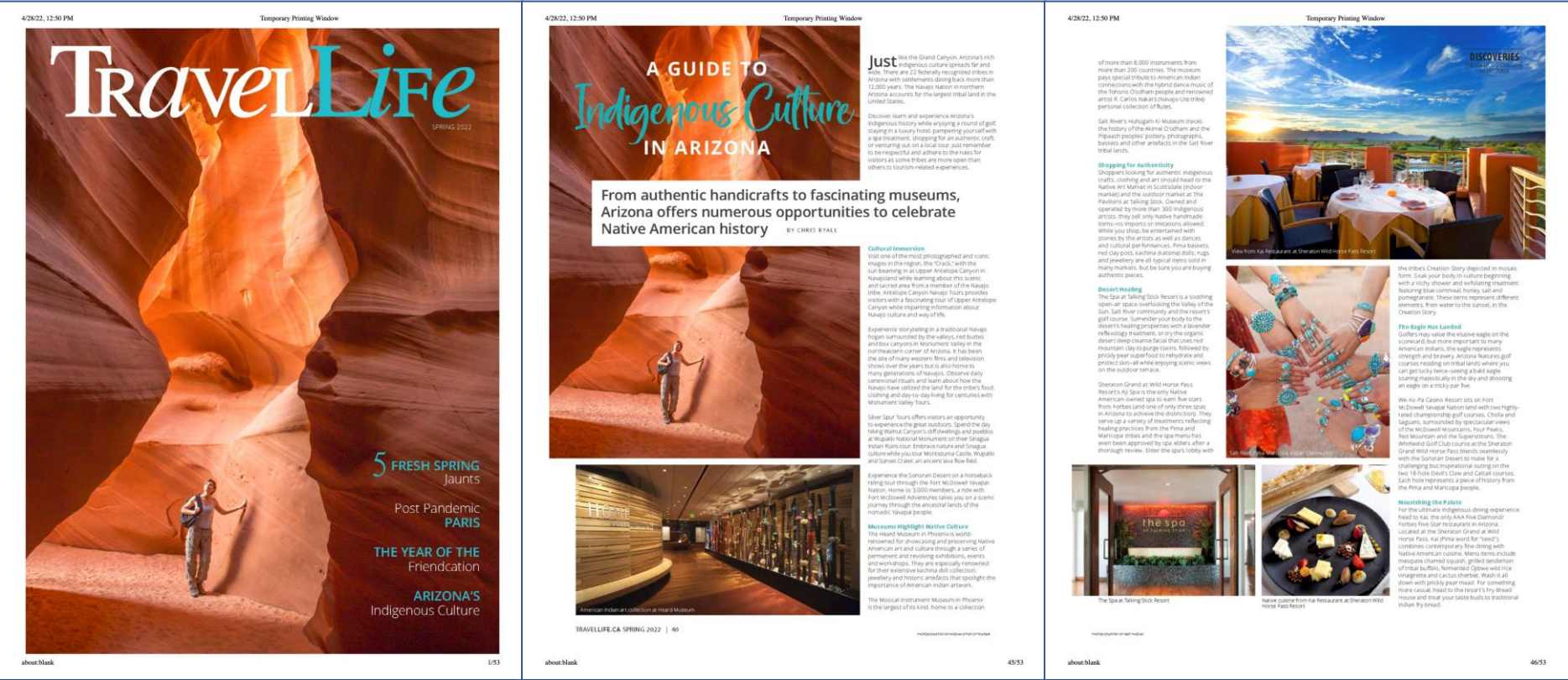
Journalist: Chris Ryall

Generated by: Targeted Pitching

Media Ad Value: \$1,500

Reach:

- Print Impressions: 25,000



April 2022

The Planet D

Online

Title: Where To Stay At The Grand Canyon: Best Hotels and Areas for Every Budget

Date: April 20, 2022

Journalist: ThePlanetD Team

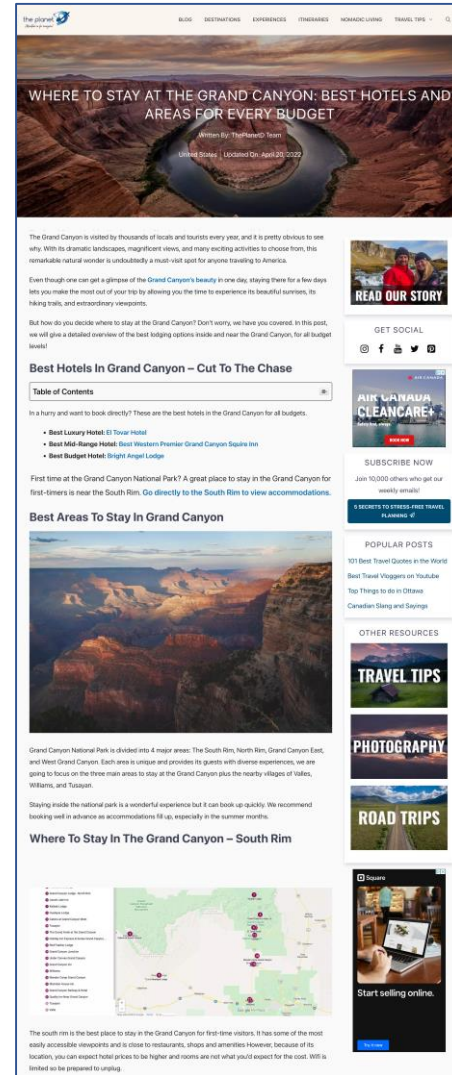
Article Link: <https://theplanetd.com/grand-canyon-where-to-stay/>

Generated by: Targeted Pitching

Media Ad Value: \$29,340

Reach:

- Online Impressions: 489,000



DRIFT Travel

Online

Title: Dude Ranches of Arizona

Date: April 20, 2022

Journalist: DRIFT Staff

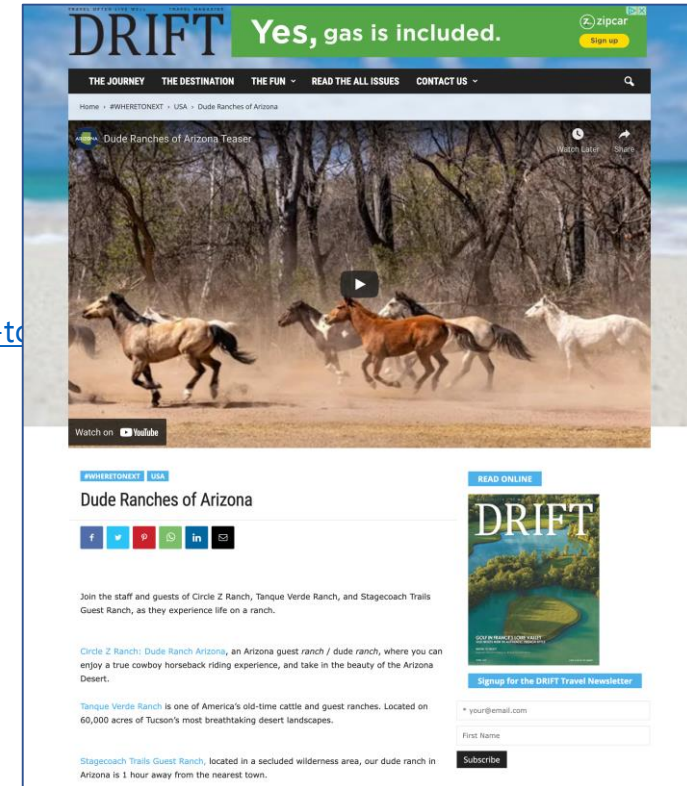
Article Link: <https://drifttravel.com/travel-to-the-dude-ranches-of-arizona/>

Generated by: Targeted Pitching

Media Ad Value: \$1,008

Reach:

- Online Impressions: 16,800



April 2022

The Travel

Online

Title: Looking for Dark Sky Tourism? Here's Why Arizona Is Perfect

Date: April 23, 2022

Journalist: Lianna Tedesco

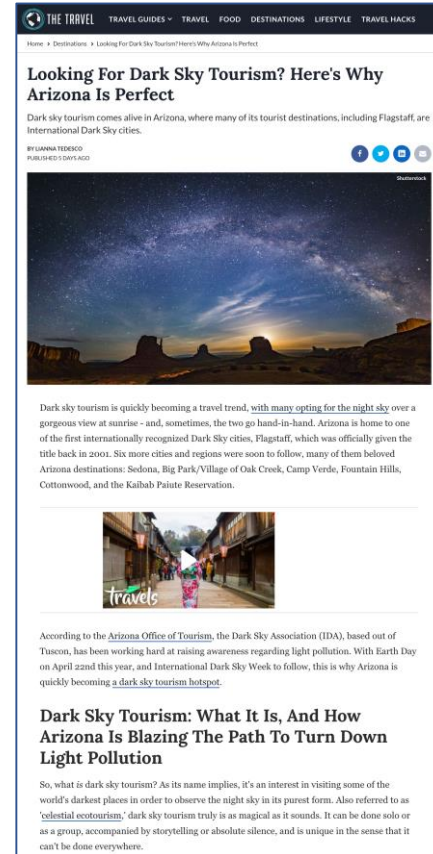
Article Link: <https://www.thetravel.com/why-arizona-is-perfect-for-dark-sky-tourism/>

Generated by: Targeted Pitching

Media Ad Value: \$88,200

Reach:

- Online Impressions: 1,470,000



La Presse

Online

Title: Cactus et cowboys en Arizona

Date: April 23, 2022

Journalist: Marie Tison

Article Link:

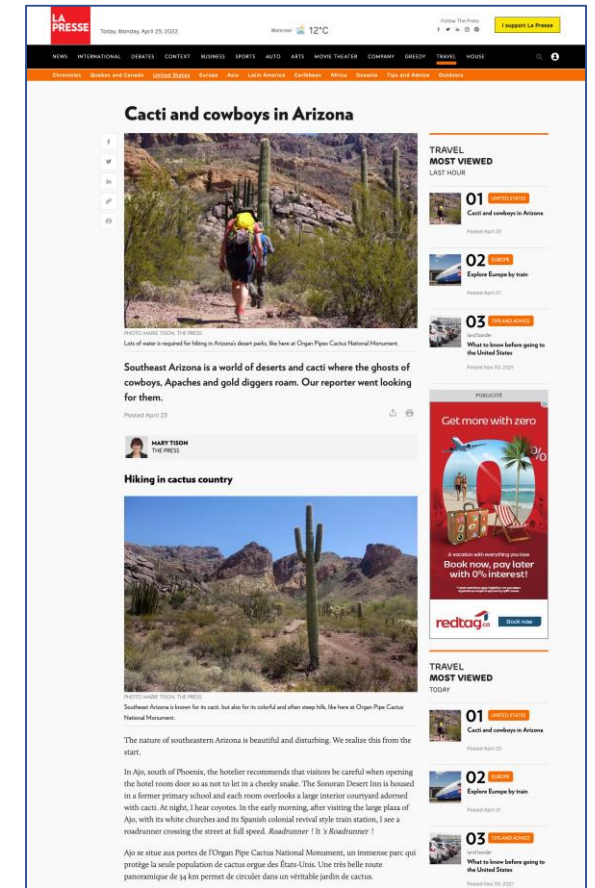
<https://www.lapresse.ca/voyage/etats-unis/2022-04-23/cactus-et-cowboys-en-arizona.php>

Generated by: Press Trip

Media Ad Value: \$426,600

Reach:

- Online Impressions: 7,110,000



April 2022

Online

Date: May 13, 2022


Journalist: Tyler Golec

Generated by: Targeted Pitching

Media Ad Value: \$81,100

Reach:

- Online Impressions: 1,350,000



THE TRAVEL





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Travel
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1-Week Road Trip Circuit: Arizona's Spiritual Destinations

1-Week Road Trip Circuit: Arizona's Spiritual Destinations

Arizona is known for its sun and red rock formations, but it also has a deep connection to the first people on the continent of North America.

BY TYLER GOLEC
PUBLISHED MAY 13, 2022



Quick Links

Day 1: Phoenix

Day 2: Sedona

Day 3-4: Visit The Vortexes In Sedona

Day 5-6: Grand Canyon

Day 7: Back To Phoenix

Arizona is known for its sun and red rock formations, but it also has a deep connection to the first people on the continent of North America. Much remains of these important sites and their natural connection to the land.

Take this one-week road trip to [explore Sedona's vortexes](#) as well as locations like [the Grand Canyon](#) to appreciate this beautiful land.

Day 1: Phoenix

Start this trip by arriving in Phoenix to enjoy the sunny all-year-round weather. The city itself is perhaps one of the most underutilized cities in the US. It is full of entertainment outlets and cultural significance. Arizona is home to much Native American history and a lot of it can be found in the city of Phoenix.

Must Visit: Desert Botanical Garden, South Mountain Park, Pappage Park

Cocina Madrigal

Instagram Post: cocina-madrigal
 View profile
 View more on Instagram
 10 likes
 cocina-madrigal
 Come find out why people from all over come to try our Tacos & Chilaquitos
 Add a comment...

Chef Leo Madrigal arrived as a corporate chef at Pizaa Grill and has been building menus to serving Mexican food in the city for 30 years. His flavors here are bold and delicious, it is absolutely a must visit.

- Address:** - 2144 S 16th St, Phoenix, AZ 85048-1315
- Contact:** - 602-243-9000
- Cost:** \$5-55\$
- Must-Try:** The Tenderloin Tacos
- Menu**

Ruconci's American Kitchen

Instagram Post: ruconcis
 View profile
 View more on Instagram
 10 likes
 ruconcisgrill
 Groupies: Fish on! Beginning rotations
 Add a comment...

With a menu that changes with the season, Ruconci's American kitchen provides typical American fare made from quality ingredients. This is a sophisticated yet accessible and affordable dining experience.

May 2022

Calgary Herald

Online & Print

Title: Always order the corn tortillas, and other lessons from Tucson, Arizona

Date: June 4, 2022

Journalist: Pamela Fieber

Article Link: <https://calgaryherald.com/travel/always-order-the-corn-tortillas-and-other-lessons-from-tucson-arizona>

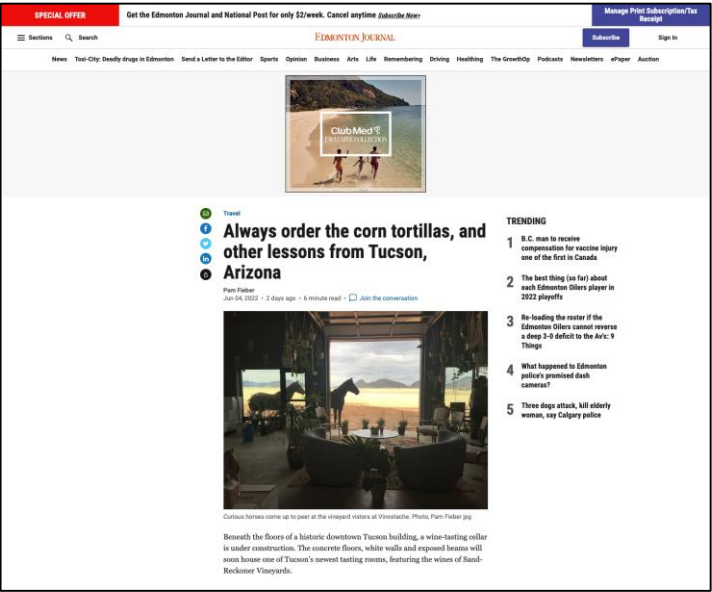
Generated by: Reverse Mission

Syndicated across Postmedia Network – highlights include:

- Edmonton Journal
- Vancouver Sun
- National Post
- Montreal Gazette

Total Postmedia Impressions: 9,702,364

Total Postmedia Media Ad Value: \$152,981.31



June 2022

Le Devoir

Online & Print

Title: «Road trip» sur la route 66

Date: June 11, 2022

Journalist: Gabriel Antcil

Article Link: <https://www.ledevoir.com/vivre/voyage/720624/voyage-etats-unis-road-trip-sur-la-route-66>

Generated by: Press Trip

Media Ad Value: \$137,400

- Reach:
- Online Impressions: 1,790,000
 - Print Impressions: 500,000



The Travel

Online

Title: Why Sonoran Desert Is The Icon Of The Wild West

Date: June 12, 2022

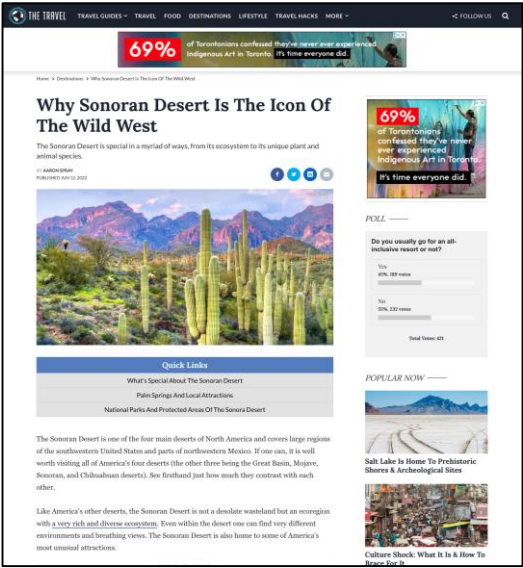
Journalist: Aaron Spray

Article Link: <https://www.thetravel.com/sonoran-desert-is-part-of-the-wild-west/>

Generated by: Targeted Pitching

Media Ad Value: \$94,800

- Reach:
- Online Impressions: 1,580,000



The Travel

Online

Title: 10 Off-The-Beaten-Path Things To Do In Phoenix, Arizona

Date: June 15, 2022

Journalist: Dominic Horner

Article Link: <https://www.thetravel.com/off-the-beaten-path-things-to-do-in-phoenix-arizona/>

Generated by: Targeted Pitching

Media Ad Value: \$94,800

Reach:

- Online Impressions: 1,580,000



The Travel

Online

Title: 10 Spas In Arizona That Were Made For Zen & Relaxation

Date: June 19, 2022

Journalist: Sera Parris

Article Link: <https://www.thetravel.com/best-spas-in-arizona/>

Generated by: Targeted Pitching

Media Ad Value: \$94,800

Reach:

- Online Impressions: 1,580,000



June 2022

Canada Express News

Online

Title: 28 U.S. Hotels For A Fourth Of July Wellness Getaway

Date: June 20, 2022

Journalist: N/A

Article Link: <https://www.canadaexpressnews.com/28-u-s-hotels-for-a-fourth-of-july-wellness-getaway/>

Generated by: Targeted Pitching

Media Ad Value: \$263.40

Reach:

- Online Impressions: 4,390

Arizona Biltmore, A Waldorf Astoria Resort, Phoenix, AZ

Arizona Biltmore, A Waldorf Astoria Resort

Arizona Biltmore, A Waldorf Astoria Resort

With treatments inspired by the surrounding desert and the cosmos, Tierra Luna Spa makes this resort a coveted destination for wellness. Last month they debuted the new Sol Garden, an outdoor space dedicated to wellness located within the walls of Tierra Luna Spa and set against the majestic backdrop of Piestewa Peak. Guests are greeted upon entry into the Garden with a stone ritual to promote purification and grounding, and can unwind in the jacuzzi, cold plunge pool and expansive relaxation lounge. Treatments here are one-of-a-kind, like the Alchemy Mud & Crystal Bar Experience which uses oils, gemstones and muds to target the chakras. Those visiting over the long weekend will enjoy the laser light show and drum corps, along with speciality food offerings and a retail pop-up shop.

HOLR Magazine

Online

Title: 4 Luxurious All-Inclusive Resorts

Date: June 27, 2022

Journalist: Penelope Lane

Article Link: <https://holrmagazine.com/4-luxurious-all-inclusive-resorts/>

Generated by: Targeted Pitching

Media Ad Value: \$1,758

Reach:

- Online Impressions: 29,300

Miraval Arizona

For those who are looking to stay in the United States, head to Miraval, Arizona. This adults-only resort is focused solely on the well-being of guests and aims to provide those who stay with a physical and mental reset. It offers multiple spas, outdoor activities, and amazing culinary experiences.

Every day at the resort, a daily activity sheet is made. Guests can join in on any activities they're interested in, or they can explore the hotel's amenities. The activities include hiking, mountain biking, yoga, barre classes, zip-lining, art walks, and meditations.

An interesting part of this resort is its technology policy. Within public areas and classes, electronic devices are not permitted.

This adds to the overall relaxing effect of the resort itself. However, guests are allowed to use devices within their own rooms and are provided with high-quality wifi to do so.

Family RVing

Print

Title: RVing with Grandkids

Date: June 2022

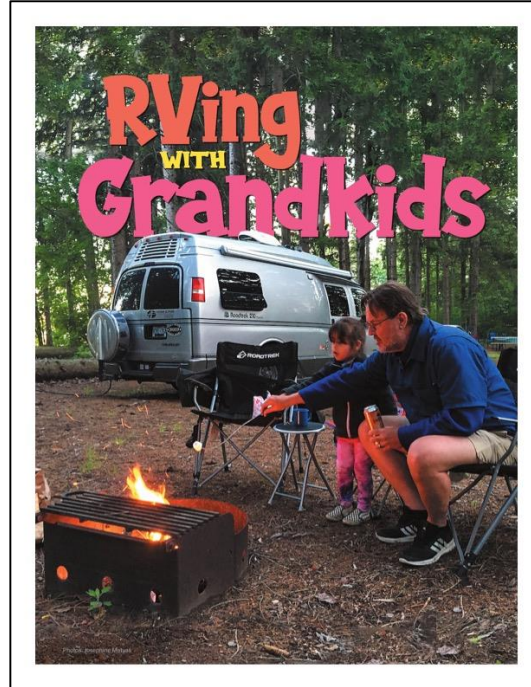
Journalist: Josephine Matyas

Generated by: Targeted Pitching

Media Ad Value: \$4,800

Reach:

- Print Impressions: 80,000



created to send written messages back-and-forth to her Fairy.

- Rainy days are the perfect time for board and card games, word games, reading, and hide-and-find games.
- Most campgrounds have a play structure. Find it and enjoy hours of play.

PLACES

There are amazing multigenerational camping destinations across the United States and Canada. Hop onto some of the wonderful online RV forums (try the "FMCA RVs & Camping - On the Road with FMCA" Facebook group) and ask for suggestions. One thing RVers love to do is share their knowledge and experiences. Here's a sampler of some of our favorite kid-friendly camping experiences:

Assateague Island National Seashore along the Maryland and Virginia border is known for its sweeping dunes and long beaches, and as a place where kids can be on the lookout for the park's wild ponies. The park also has a Junior Ranger program where children can learn about the unique coastal environment, follow activities, and earn a badge and certificate.

Hunting Island State Park in the low country near Beaufort, South Carolina, is known for its five miles of beaches, saltwater lagoon, and climbable historic lighthouse (currently closed for safety reasons and awaiting repairs). There's a fishing pier; a nature center with live reptiles on display; and a dozen hiking trails, including the Pond Overlook Trail, with chances to spy alligators, herons, and egrets.

Manatee Springs State Park on Florida's Gulf Coast has a long boardwalk that winds through the cypress forest to viewing stations

where manatees can be spotted in the cooler months. The park has almost nine miles of nature trails and connects to the paved, bike-friendly Nature Coast State Trail.

Mesa Verde National Park in Colorado protects the remains of thousands of cliff dwellings and stone structures once home to the Ancestral Puebloans. Kids love to hike along the trails and mesa tops, stargaze at night, follow activities to earn a Junior Ranger badge, and scramble up ladders on a guided tour of Cliff Palace (North America's largest cliff dwelling).

Saguaro National Park near Tucson, Arizona, is a cactus-filled desert and home to forests of towering saguaro cacti — the signature icon of the Southwest. The park's Signal Hill Trail has the area's largest collection of petroglyphs, also known as ancient rock art, which could provide inspiration for young campers to re-create in their trip



6 The more tasks Athena is involved in, her grandparents say, the more empowered and engaged she becomes (top). Arizona's Saguaro National Park, with its dramatic cacti, is an exciting destination for all ages (above).



scrapbooks. While you're in the area, check out Tucson's excellent **Arizona-Sonora Desert Museum**, which will wow all ages with a hummingbird aviary; a free-flight bird aviary; and animals such as bobcats, bighorn sheep, javelinas, and prairie dogs in their natural settings.

Saguenay-St. Lawrence Marine Park in Quebec's North Shore region is known for the mix of fresh water that spills from the Saguenay River into the salty St. Lawrence River, creating the ideal plankton-rich conditions for whales to feed. Boat tours are a heart-pumping way to spot the backs, blows, and occasional breaches of the protected whales, including blue, beluga, and minke whales. Nearly,

the municipality of Tadoussac has a full listing of campgrounds.

The Trans-Canada route along Lake Superior in Ontario is peppered with excellent parks — including **Panacea Bay Provincial Park**, **Lake Superior Provincial Park**, and **Pukaskwa National Park**. They offer countless opportunities to hike, swim, build sandcastles, and learn about the culture of Canada's Indigenous people. The short trail at Agawa Bay, within Lake Superior Provincial Park, leads to sacred rock pictographs where generations of Ojibwe recorded their dreams and spirits in red ochre paintings.

Head north and stop to let the kids take photos at the gigantic



6 Clues are painted on rocks for hikers to follow along a short trail at Thousand Islands National Park, near Mallorytown, Ontario.

Wawa Goose, near the town of Wawa. Then continue north to overnight at Pukaskwa National Park, where the Himoose Kinsowagewagan circular trail, dedicated to the Seven Grandfather Teachings, is marked with signs explaining the lessons of the Anishinabe elders: love, honesty, respect, wisdom, truth, humility, and bravery.

Dinosaur Provincial Park in Alberta's Red Deer Valley is known for its abundance of dinosaur fossils. Kids can climb the hoodoos, take a look at the fossil display, and join a program — like the family-friendly Dino Stomp, Dino Story Time, or Fossil Safari walk — to get them learning about the past and present of the unique badlands ecosystem. If everyone is up to a day trip, the world-class **Royal Tyrrell Museum** near Drumheller is chock-a-block with dinosaur activities and exhibits, including gigantic skeletons, fossil casting, and a simulated outdoor dinosaur dig.

Following the four Ps — planning, picking, playing, places — always gives us the firm footing to make every trip with our little one a success. Keep these tips in mind, add a few of your own, and you'll be well on your way to creating priceless memories. 8

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AOT Canada

Charmaine Singh, President & CEO, Reach Global
Charmaine@reachglobal.ca

Kosta Tsimiklis, Account Director, Travel Trade & Sales
kosta@reachglobal.ca

Ashton Andino, Account Director, Public Relations
ashton@reachglobal.ca